

Workthing & Fitness First

The Client

Founded in 1992, Fitness First has emerged as the largest health club chain in Europe and the second largest in the world, with over 870,000 members worldwide. There are 150 clubs in the UK alone and a further 153 in Europe and the Far East. It was the first health and fitness company to float on the Alternative Investment Market (AIM) and its founder Mike Balfour has won three 'Entrepreneur of the year' awards.

The Challenge

The challenge was to recruit for a number of high-profile health club management positions. These recruits would be directly responsible for the running of individual clubs. The company had previously used local press advertising to recruit and found it a costly method. Fitness First were interested in finding a recruitment solution which could bring down costs, promote their employer brand and exploit their own corporate website.

The Partnership

Fitness First decided to partner with Workthing and gave us the following brief in September 2003:

- 1 Recruit for a variety of nationwide roles
- 2 Improve employer brand
- 3 Reduce recruitment costs
- 4 Increase traffic to Fitness First's corporate website

The Solution

To date, Fitness First has advertised 225 vacancies with Workthing, including a number of health club management roles. Workthing specialises in attracting quality candidates for core business roles, in particular for the leisure industry. To help solve Fitness First's challenges, we devised a three-month campaign targeting the right candidates for specific vacancies and enhancing Fitness First's employer brand.

Access to a pool of quality candidates: In an average month 56,000 candidates

working in the leisure and travel sectors visit our site, meaning that a large number of candidates with the right skills and experience saw the vacancies.

To optimise the campaign, branded buttons featured on key areas of the Workthing site, directing candidates to Fitness First jobs.

Candidate communication and building an employer brand: It is vital that Fitness First's employer brand communications position them as an employer of choice so they attract the best candidates:



- We produced branded company information pages accessible directly from Fitness First job advertisements, which highlighted the rewards and benefits of working for them.
- We directed candidates to Fitness First's own corporate career site for further information on their vacancies.
- We sent HTML emails to a targeted pool of candidates, promoting Fitness First as an employer of choice and inviting them to make an application.

The Results

The campaign proved a highly effective solution to Fitness First's needs, generating:

- 1,278 applications directly from the site and 25,000 views of the vacancy advertisements
- an improved employer brand and a significant increase in traffic to Fitness First's own website

According to Fitness First, Workthing's placements have significantly reduced recruitment costs, by reducing their reliance on more costly alternatives such as local advertising.

Micki Attridge, Recruitment Manager at Fitness First, has confirmed that a high number of people have been hired through Workthing. Because of this result and our consistently good service, Micki and his team were more than happy to renew their contract with Workthing.